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## **"BEYOND THE BELT" OR CAUGHT THE CLIENT, WHEN HE DOESN'T EXPECT**

What do the companies make for promoting themselves and their goods? The enormous money is spent on advertisement, a striking noise is made around the product, then goods are sent on regiments - and? It does not work. Because the efficiency of using accustomed advertisement weakens.

Advertising looks at us from everywhere even though we are not ready to perceive it. Obviously that the 235 advertising message won't have an influence on us. The advertising has already become inefficient: television loses its auditorium, in 2005 was registered the most low amount of the listeners for 25 years, circulations of the newspapers and journal constantly fall.

In many advertising agencies takes the turns a division, that named "unexpected advertising" or "advertising below belt". Acceptance of surprise nearly guarantees the hit of the advertisement "in group of ten". When logically client is prepared to see one, but sees absolutely another, he remembers this for a long time.

From the medium 90-h years in Great Britain appeared the term "ambient advertising". So have named the advertisement, laid in wait for consumer in the most unexpected places: on back of the ticket, on coffee glass, on tennis racket, on bench, - everywhere, where it is hardly to expect. In Ukraine and Russia instead of "ambient media" term usually use the term "untraditional" or "non-standard" advertising. But at all names for such advertising, its sense is not changed - ambient media surprises, sometimes shocks, but inevitably forces to turn attention on it.

Ambient – advertising is strong because creates the effect of surprise: the most unusual carriers are chosen for it. Confirming by the examples: Hewlett-Packard for promotion of its new printer used the usual escalator. Photorealistic image of HP's printer was placed beside entry on escalator, and on the each stair was attached the leaflet with text about high cartridge economy of this models. In total, when escalator worked, an illusion of uninterrupted printing the advertising leaflets on this printer was created. IKEA, for its promotion, has themed bus stops and subway cars in its corporate style.

Benefits of an ambient media: it is low-cost and does not require the high-tech decisions. The simpler, the better – a world brand position. So, hopscotch, drawn by chalk on sidewalk became an original advertisement of Microsoft's X-Box.

The shops became popular, when generously spray in premises aromas of lavenders, vanillas, roses and the chewing gum. This phenomenon has even got its name "aroma-marketing". Researches have shown that 84% buyers are ready to buy goods in flavored shop.

However does not to intrude. So, choosing unexpected places for advertisement, shouldn't cross the personal border of the consumer. A bright example of the excessive diligence was one of the London restaurants, which has placed the advertising screens in toilet. Importunity will become the reason of the failure.

So figuratively beat "below belt" by advertisement, but don't pull off this belt from our customer.